



South Carolina Department of Health  
and Environmental Control

Division of Procurement Services  
Request for Proposal  
Amendment -- 2

Solicitation No.: RFP-34451-11/20/08-EMW  
Date Issued: 11/17/08  
Procurement Officer: E. Madison Winslow  
*E. Madison Winslow*  
Phone No.: 803-898-3487  
E-mail Address: [winsloem@dhec.sc.gov](mailto:winsloem@dhec.sc.gov)

DESCRIPTION: Services to research, design, and implement an education/outreach campaign to reduce or stop open burning in South Carolina for the South Carolina Department of Health and Environmental Control  
*The Term "Offer" Means Your "Bid" or "Proposal"*

SUBMIT OFFER BY (Opening Date/Time): December 1, 2008/2:30 pm ET

See provision entitled "Deadline for Submission of Offer"

NUMBER OF COPIES TO BE SUBMITTED: **One (1) original and six (6) copies so marked**

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:	PHYSICAL ADDRESS:
SC DHEC Division of Procurement Services Bureau of Business Management 2600 Bull Street Columbia, S.C. 29201	SC DHEC Division of Procurement Services Bureau of Business Management 2600 Bull Street, Room 1200 – Aycok Bldg. Columbia, S. C. 29201

**Offers Must Be Sealed:** See provision entitled "Submitting Your Offer"

AWARD & AMENDMENTS	Award will be posted on or after <b>December 9, 2008</b> . The award, this solicitation, and any amendments will be posted at the following web address: <a href="http://www.scdhec.net/procurement">http://www.scdhec.net/procurement</a>
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You must submit a signed copy of this form with your offer. By submitting a bid or proposal, you agree to be bound by the terms of the solicitation. You agree to hold your offer open for a minimum of sixty (60) calendar days after the opening date.

NAME OF OFFEROR <small>(Full legal name of business submitting the offer)</small>		OFFEROR'S TYPE OF ENTITY: <small>(Check one)</small>  <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation (tax-exempt) <input type="checkbox"/> Corporate entity (not tax-exempt) <input type="checkbox"/> Government entity (federal, state, or local) <input type="checkbox"/> Other  <small>(See provision entitled "Signing Your Offer")</small>
AUTHORIZED SIGNATURE  <small>(Person signing must be authorized to submit binding offer to enter contract on behalf of Offeror named above.)</small>		
TITLE <small>(Business title of person signing above)</small>		
PRINTED NAME <small>(Printed name of person signing above)</small>	DATE	

Instructions regarding offeror's name: Any award issued will be issued to, and the contract will be formed with, the entity identified as the offeror above. An offer may be submitted by only one legal entity. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, *i.e.*, a separate corporation, partnership, sole proprietorship, etc.

OFFEROR'S HOME OFFICE ADDRESS <small>(Address for the offeror's principal place of business)</small>		
CITY	STATE	ZIP CODE
PHONE	FACSIMILE	E-MAIL
STATE OF INCORPORATION <small>(If offeror is a corporation, identify the state of Incorporation)</small>		
TAXPAYER IDENTIFICATION NO. <small>(See provision entitled Taxpayer Identification Number)</small>		

**SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL**  
**SOLICITATION NUMBER: RFP-34451-11/20/08-EMW**

**PAGE TWO**  
**(Return Page Two with Your Offer)**

<b>HOME OFFICE ADDRESS</b> (Address for offeror's home office / principal place of business)	<b>NOTICE ADDRESS</b> (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)								
	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:15%;">Area Code</td> <td style="width:25%;">Number</td> <td style="width:25%;">Extension</td> <td style="width:35%;">Facsimile</td> </tr> <tr> <td colspan="4" style="padding: 5px;">E-mail Address</td> </tr> </table>	Area Code	Number	Extension	Facsimile	E-mail Address			
Area Code	Number	Extension	Facsimile						
E-mail Address									

<b>PAYMENT ADDRESS</b> (Address to which payments will be sent.) (See "Payment" clause)	<b>ORDER ADDRESS</b> (Address to which purchase orders will be sent) (See "Purchase Orders" and "Contract Documents" clauses)
<input type="checkbox"/> Payment Address same as Home Office Address <input type="checkbox"/> Payment Address same as Notice Address (check only one)	<input type="checkbox"/> Order Address same as Home Office Address <input type="checkbox"/> Order Address same as Notice Address (check only one)

<b>ACKNOWLEDGMENT OF AMENDMENTS</b>  Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue.  See "Amendments to Solicitation" Provision	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date

<b>DISCOUNT FOR PROMPT PAYMENT</b> See "Discount for Prompt Payment" clause	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	_____ Calendar Days (%)
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<b>PREFERENCES – SC RESIDENT VENDOR PREFERENCE</b> (June 2005): Section 11-35-1524 provides a preference for offerors that qualify as a resident vendor. A resident vendor is an offeror that (a) is authorized to transact business within South Carolina, (b) maintains an office* in South Carolina, (c) either (1) maintains a minimum \$10,000.00 representative inventory at the time of the solicitation, or (2) is a manufacturer which is headquartered and has at least a ten million dollar payroll in South Carolina, and the product is made or processed from raw materials into a finished end-product by such manufacturer or an affiliate (as defined in section 1563 of the Internal Revenue Code) of such manufacturer, and (d) has paid all assessed taxes. If applicable, preference will be applied as required by law.	<b>OFFERORS REQUESTING THIS PREFERENCE MUST INITIAL HERE.</b> _____  <b>*ADDRESS AND PHONE OF IN-STATE OFFICE</b>  <div style="border: 1px solid black; height: 40px; margin: 5px 0;"></div> <input type="checkbox"/> In-State Office Address same as Home Office Address <input type="checkbox"/> In-State Office Address same as Notice Address <div align="right">(CHECK ONLY ONE)</div>
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<b>PREFERENCES – SC/US END-PRODUCT</b> (June 2005): Section 11-35-1524 provides a preference to vendors offering South Carolina end-products or US end-products, if those products are made, manufactured, or grown in SC or the US, respectively. An end-product is the item identified for acquisition in this solicitation, including all component parts in final form and ready for the use intended. The terms "made," "manufactured," and "grown" are defined by Section 11-35-1524(B). By signing your offer and checking the appropriate space(s) provided and identified on the bid schedule, offeror certifies that the end-product(s) is either made, manufactured or grown in South Carolina, or other states of the United States, as applicable. Preference will be applied as required by law.	<b>IF THIS PREFERENCE APPLIES TO THIS PROCUREMENT, PART VII (BIDDING SCHEDULE) WILL INCLUDE A PLACE TO CLAIM THE PREFERENCE.</b> <b>OFFERORS REQUESTING THIS PREFERENCE MUST CHECK THE APPROPRIATE SPACES ON THE BIDDING SCHEDULE.</b>
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End of Page Two

The solicitation is amended as follows:

**THE DEADLINE FOR SUBMITTING OFFERS (BIDS) FOR THE REQUEST FOR PROPOSAL HAS BEEN CHANGED FROM 2:30 PM ET ON NOVEMBER 20, 2008 TO 2:30 PM ET ON DECEMBER 1, 2008.**

**THE POSTING DATE FOR THE REQUEST FOR PROPOSAL HAS BEEN CHANGED FROM DECEMBER 2, 2008 TO DECEMBER 9, 2008.**

**Answers to Questions**

1. Would a contractor engaged in a contract with the Department of Health and Environmental Control (DHEC) be prohibited or precluded from appearing before DHEC for an administrative hearing for a matter unrelated to the contract work?  
  
A: No.
2. Is there a prohibition against having a registered lobbyist work for a contractor during the contract period?  
  
A: No, but the lobbyist cannot be paid by state or federal funding. Documentation may have to be provided in such a situation.
3. Does DHEC anticipate a minimum or maximum number of workshops to be completed during the contract period?  
  
A. Basically, we do not know that expected number of workshops to be held. We would anticipate holding one in each of the Upstate, Midlands, and Coastal regions.
4. Where does DHEC anticipate these workshops will take place? In each county, statistical municipal area or some other predetermined geographic region?  
  
A. See answer to Question No. 3.
5. Does DHEC anticipate a minimum or maximum size of these workshops (number of attendees)?  
  
A. Based on the workshop agenda, if only informational: 75-100 persons; if a "hands-on" type of format: 25-35.
6. Does DHEC anticipate the contractor will 1) present at these workshops, OR 2) partner with DHEC officials to present at these workshops, OR 3) prepare the crowdbuilding, location and materials for the workshops, but turn the presentation over to DHEC officials?  
  
A. The contractor will prepare the crowdbuilding, location and materials for the workshops, but turn the presentation over to DHEC officials.

**SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL**  
**SOLICITATION NUMBER: RFP-34451-11/20/08-EMW**

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7. Will all ancillary expenses (i.e. travel) be included in the contractor's bid price, or will expenses such as travel be reimbursed through other means?
  - A. Bidders should factor in travel in their pricing. No additional travel expenses will be paid under this contract.
8. Are the media buys (radio, television, newspaper) included in the bidder's price, or does DHEC have a separate accounting or payment system to handle the actual purchase after the contractor has made the purchase arrangements?
  - A. Media buying should be included in the bidder's price.
9. What is the history of this program? Have there been other public open burning education campaigns?
  - A. There has not been a statewide focused open burning education campaign to our knowledge, only a couple of local attempts (via billboards and signs at recycling centers).
10. On page 4 of the RFP there is history on the Notices of Violation issued over a three and one half year period. Are there statistics about the location of these violations? Is this mostly a rural problem or are some occurrences in urban, suburban and exurban areas? Have clusters of violations been identified?
  - A. The Bureau of Air Quality can provide information relative to NOV's and complaints responded to by DHEC Regional staff concerning open burning. Rural areas are of a primary concern.
11. On page 13, Part III, Section C. -- will DHEC provide information on recycling such as a comprehensive list of recycling centers in the state, hours of operation and the types of refuse they accept? Will DHEC provide information on proper composting and will there be extra funds to provide composting containers or other types of physical materials to assist people in composting?
  - A. DHEC can provide information on recycling centers in the state, hours of operation and the types of materials they accept. DHEC promotes backyard composting but the current budget does not have extra funds available to provided composting containers.
12. On Page 13, Part III, Section D. -- how many agencies (local governments, fire department, health departments) will be targeted in this campaign? Is there an estimate on quantity of materials needed? Are vendors 100 percent responsible for production costs, or will vendors be able to utilize the State of South Carolina's resources such as printing capabilities? Does DHEC have email lists that vendors can leverage to communicate with the agencies listed?
  - A. The open burning issue affects various agencies throughout the state; therefore, a wide range of potential partners/agencies may be interest in developing a campaign. The contractor will help us determine whom and how to best target them. DHEC will utilize its printing resources where possible.

**SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL**  
**SOLICITATION NUMBER: RFP-34451-11/20/08-EMW**

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13. On page 13, Part III, Section E. -- what are the technological capabilities of DHEC's production facilities as far as production for television public service announcements?
- A. Printing in color is possible. It is also possible for radio and television PSAs to be developed in-house.
14. On page 13, Part III, Section F. -- who will DHEC provide as presenters in planned workshops that target specific audiences? Does DHEC have an existing speakers bureau? Does a database of these audiences exist?
- A. DHEC will identify staff to assist with providing workshops to targeted audiences concerning open burning. In addition, DHEC will assist in finding speakers outside of the agency.
15. On Page 13, Part III, Section H. What constitutes "assisting" in an evaluation of the final campaign? What are the specific goals for this project? A reduction in violation calls? A response to a call to action? General audience awareness? Who sets these goals?
- A. The specific goal of this campaign is to create awareness among targeted audiences that open burning of trash is not only illegal, but a risk to human health and the environment. In addition, environmentally friendly alternatives will make it clear that there are other options (composting, recycling) available for open burning of other materials (e.g., yard debris). The Bureaus of Land and Waste Management and Air Quality have set this goal.
16. Page 14, Part IV, Section 3. -- is there a specific guideline used for "Work Plans" or is this up to individual vendors to determine? Should costs be included in a vendor proposal here or only in the separate proposal as requested in Section 5 under Price?
- A. There is no specific guideline for the Work Plans. Costs should only be included in a separate envelope as noted in Section 5.
17. Is there the potential for a vendor's price to increase due to inflationary issues as discussed in the PRICE ADJUSTMENTS CLAUSE on page 23 of the solicitation?
- A. No.